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CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

PROGRAM PRICE DISCOUNTING DRAWS FIRE AT CATA '86

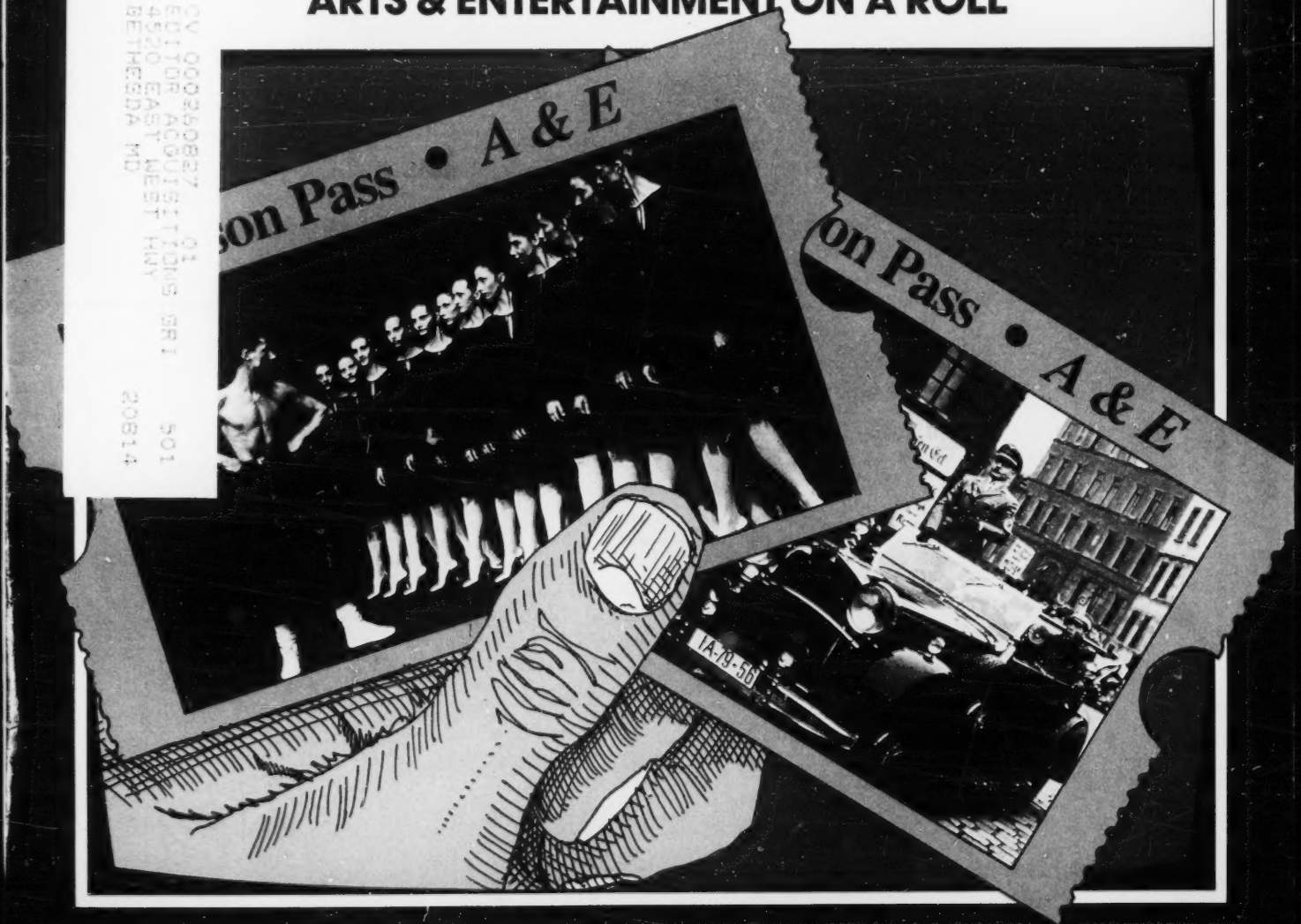
USA NETWORK IN MAJOR PROGRAMMING UPGRADE

AMERICAN CABLESYSTEMS EMERGES AS A MAJOR L.A. PLAYER

PERVASIVE IMPULSE PPV TESTING PRODUCES DIVIDENDS

TECH TRAINING ON UPSWING BUT HAS LONG WAY TO GO

THE TICKET TO SELLING UPSCALE: ARTS & ENTERTAINMENT ON A ROLL



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FRONTLINE

CATA '86 12
CATA convention attendees focused on bulk discounting and operator control of new programming ventures at the final CATA annual show.

USA acquisition 16
USA Network has made its biggest programming acquisition play ever.

American's new era 17
American Cablesystems continues to broaden its horizons with the agreement to manage and later purchase CommuniCom cable system in Los Angeles.

ATC not conceding yet 18
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FROM WASHINGTON

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The time for the FCC to decide on a must-carry proposal is approaching fast; the past weeks have seen a myriad of alternative proposals.

COVER STORY

A&E on the move 20
On the verge of moving into the black, Arts & Entertainment Network is showing a penchant for high-quality programming can be successful.

Pay Per View Supply Chart

A listing of movies and events entering PPV distribution over the next two months.

September

Big Trouble (10/1) — Source: Columbia
MPAA Rating: Running Time: 93 mins.
Cast: Alan Arkin, Peter Falk, Robert Stack, Charles Durings, Beverly D'Angelo

Care Bears II: New Generation (9/1) — Source: Columbia
MPAA Rating: G Running Time: 77 mins.
Cast: Animated

French Lesson (9/1) — Source: Warner Bros.
MPAA Rating: PG Running Time: 90 mins.
Cast: Jane Snowden, Alexandre Sterling, Diana Blackburn, Oystein Wiik

Gung Ho (9/10) — Source: Paramount
MPAA Rating: PG-13 Running Time: 111 mins.
Cast: Michael Keaton, Cedde Watanabe, George Wendt

Highlander (9/4) — Source: 20th Century-Fox
MPAA Rating: R Running Time: 106 mins.
Cast: Sean Connery, Christopher Lambert, Clancy Brown, Roxanne Hart

Jake Speed (9/23) — Source: New World
MPAA Rating: PG Running Time: 104 mins.
Cast: Wayne Crawford, Dennis Christopher, Karen Kopins, John Hurt

The Long Shot (*) — Source: Orion
MPAA Rating: PG-13 Running Time: 89 mins.
Cast: Tim Conway, Harvey Korman, Jack Weston

Lucas (9/4) — Source: 20th Century-Fox
MPAA Rating: PG-13 Running Time: 100 mins.
Cast: Corey Haim, Kerri Green, Charlie Sheen, Courtney Thorne-Smith

Mountaintop Motel (9/23) — Source: New World
MPAA Rating: R Running Time: 95 mins.
Cast: Bill Thurman, Anna Chappell, Will Mitchell

Out of Africa (9/18) — Source: Universal
MPAA Rating: PG-13 Running Time: 161 mins.
Cast: Robert Redford, Meryl Streep, Klaus Maria Brandauer

Young Blood (9/11) — Source: United Artist
MPAA Rating: R Running Time: 110 mins.
Cast: Rob Lowe, Cynthia Gibb, Patrick Swayze

Young Sherlock Holmes (9/10) — Source: Paramount
MPAA Rating: PG-13 Running Time: 109 mins.
Cast: Nicholas Rowe, Alan Cox, Sophie Ward

October

After Hours (10/1) — Source: Warner Bros.
MPAA Rating: R Running Time: 98 mins.
Cast: Rosanna Arquette, Cheech & Chong, Teri Garr, Griffin Dunne

April Fool's Day (10/1) — Source: Paramount
MPAA Rating: R Running Time: 90 mins.
Cast: Jay Baker, Deborah Foreman, Griffin O'Neal

Back To The Future (10/30) — Source: Universal
MPAA Rating: PG Running Time: 116 mins.
Cast: Michael J. Fox, Christopher Lloyd, Lea Thompson

Band of The Hand (10/11) — Source: Tri-Star
MPAA Rating: R Running Time: 110 mins.
Cast: Stephen Lang, Michael Carmine, Lauren Holly, John Cameron Mitchell

Cut and Run (10/21) — Source: New World
MPAA Rating: R Running Time: 87 mins.
Cast: Lisa Blount, Leonard Mann, Willie Aames

F/X (10/1) — Source: Orion
MPAA Rating: R Running Time: 108 mins.
Cast: Bryan Brown, Brian Dennehy

9½ Weeks (10/2) — Source: MGM
MPAA Rating: R Running Time: 113 mins.
Cast: Mickey Rourke, Kim Bassinger

No Retreat, No Surrender (10/21) — Source: New World
MPAA Rating: PG Running Time: 85 mins.
Cast: Kurt McKinney, J.W. Fails, Ron Pohnel, Kathie Sileno

Pretty In Pink (10/1) — Source: Paramount
MPAA Rating: PG-13 Running Time: 96 mins.
Cast: Molly Ringwald, Andrew McCarthy, John Cryer

Strippers (*) — Source: 20th Century-Fox
MPAA Rating: R Running Time: 90 mins.
Cast: Sara Costa, Janette Boyd, Loree Menton, Lisa Suarez, Danyel

Torment (10/21) — Source: New World
MPAA Rating: R Running Time: 85 mins.
Cast: Taylor Gilbert, William Witt, Eve Brenner

Note: Running times are approximate.

Film information provided to International Thomson Communications Inc. by studios.

NR indicates film not rated by MPAA.

* Release date unavailable at presstime.

Pay Per View Services Profile

Service:	Request Television	Viewer's Choice	Telstar Channels
Launch:	November 27, 1985	November 26, 1985	June 5, 1986
Delivery:	Galaxy 1, transponder 12	VC-1 Satcom 3R, transponder 5 VC-2 Galaxy 1, transponder 16	Interrum standalone, presently testing on Telstar 303
Encryption:	M/A-COM VideoCipher II	M/A-COM VideoCipher II	Presently testing General Instrument Starloc IV
Programming:	Two to four major motion pictures per week, special events	One major motion picture per week, special events	Channels 1&2: two major motion pictures on biweekly rotation, Channel 3: two major motion pictures per week, special events
Subscribers:	Available in systems serving 1.6 million subs (1.1 million addressable)	1.2 million addressable subs.	Available in systems serving 34,000 subs (7,500 addressable).

Brokerage Chart

A survey of brokerage activity in the cable industry during the second quarter of 1986.*

Communities Served	Seller	Buyer	Broker	Basic Subscribers	Homes Passed
Orofino, Idaho and nearby communities	Clearwater Communications	Chambers Communications of Idaho	Henry Ansbacher	3,500	4,500
Monroe, WI	Total TV of Wisconsin	James Communications	Henry Ansbacher	9,500	20,000
Mumfordville, Tompkinsville, Edmonton, Albany, Burkesville, Kent.	Mid-Kentucky Cable	C4 Media Corp.	Communications Equity Assoc.	3,232	4,500
Princeton, Wyanet, Tiskilwa, Ill.	Princeton Cable	Enstar Communications	Communications Equity Assocs.	3,701	4,120
Systems serving nine counties in Kent., and one county in Tenn.	Tomberlin Technology Inc.	C4 Media Corp.	Communications Equity Assocs.	7,200	13,000
Walla Walla, College Place, Wash.	Group W	McCaw Comm. Co.s Inc.	Communications Equity Assocs.	9,235	14,869
Plattsburgh, NY, Plattsburgh AFB and nine contiguous towns	Gateway Cablevision	James & Assocs.	Communications Equity Assocs.	12,500	18,300
Systems in Kent., Ohio, Tenn. and Ill.	Matrix Enterprises Inc.	First Carolina Comm. Inc.	Communications Equity Assocs.	42,000	94,436
Clark County, Ind., Oldham County, Kent.	Daniels & Assocs.	Insight Communications	Daniels & Assocs.	14,800	12,000
Seneca, S.C.	Daniels	Northland Communications	Daniels & Assocs.	16,000	28,600
Dearborn, Mich.	Group W	Alan Gerry	Daniels & Assocs.	21,500	41,750
Hoboken, N.J.	Prime Cable	Sutton Capital	Daniels & Assocs.	25,000	45,000
Ft. Wayne, Ind.	Citizens Cable	Comcast Cable Comm.	Daniels & Assocs.	50,000	98,000
MSO serving subscribers in several states	Tribune Cable Comm.	Jones Intercable	Daniels & Assocs.	155,722	318,000
Beach, Belfield, N.D.	Signal Cable TV Gateway Cablevision	Midcontinent Cable	Charles Greene Assocs.	742	1,200
Northampton, Bertie, Washington, Currituck, Camden and Tyrell counties, N.C.	Cable East Inc. Cable South Inc.	C4 Media Corp.	Charles Greene Assocs.	5,300	9,821 (4,894 to be passed)
Portions of Colon and Burr Oak Townships, Colon, Burr Oak, Litchfield and Reading, Mich.	Cascade Cable Corp. Pioneer Limited Partnership	Communications & Cablevision Inc.	Pat Thompson Co.	1,300	1,500
Flat Lick, Bimble, Hinkle, Walker, Scalf, Himyar, Rockhold, Faber, Woodvine, portions of Knott and Whitley Counties, Kent.	All Vu Cable TV Inc., Southeastern Cablevision Inc.	Communications Corp. of America	Pat Thompson Co.	2,200	3,000
Port O'Connor, Seadrift, Corpus Christi Naval Station, George West, Orange Grove, Chase Naval Air Station, Texas	South Texas Cable Television Inc. Seadrift Cable TV Partnership Inc. Port O'Connor Cable TV Partnership Inc.	Tele-Communications Inc.	Pat Thompson Co.	2,600	4,800
Craine, Fogerton, O'Neida, portions of Lesley and Clay counties, Kent.	Community Antenna Systems	Communications Corp. of America	Pat Thompson Co.	2,900	3,100
Hillsborough, Fla.	Orcable Ltd., DBA Appolo Cablevision	Cablevision Industries	Pat Thompson Co.	7,000	15,000
Oviedo, Orange County and Seminole County, Fla.	Orcable Ltd. DBA Evans Cablevision	Cablevision Industries	Pat Thompson Co.	15,000	30,000
Alma, Dora, Ark. Spiro, Okla.	Transwestern Video Inc.	Razorback Cable Associates Limited Partnership	Waller Capital Corp.	1,000	3,500
10 towns in Southwest South Carolina, suburban Knoxville, Tenn., and portions of Sevier County, Tenn.	Telephone Data Systems Inc.	First Carolina Communications	Waller Capital Corp.	13,500	24,500

* This chart will appear quarterly. Listings are provided by brokerages; some are partial. Information on transactions closed within a given quarter should be forwarded to CableVision Magazine, Attn: CableStats, P.O. Box 5208-T.A., Denver, CO 80217, within 10 days following the close of each quarter. (First quarter—January through March; 2nd quarter—April through June; 3rd quarter—July through September; 4th quarter—October through December.)

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

Arts & Entertainment
American Express (R)
American Honda (N)
Architectural Digest (R)
Armour-Dial (R)
AT&T (various divisions) (R)
Bridge Publications (N)
Burger King (N)
Chevrolet (R)
Ford Motor Co. (R)
Fortune Magazine (R)
Foster Parents Plan (R)
Fresh Step (N)
General Motors (R)
Gillette (N)
Grey Poupon (N)
Kikkoman (R)
MasterCard (R)
Natural History Magazine (R)
New Yorker Magazine (R)
Nissan Motors (N)
S.C. Johnson (R)
Sears Discover Card (R)
Time Magazine (R)
Transamerica (N)
U.S. Sprint (N)
Visa (R)
Wells Fargo (R)
Zenith (R)

BET
A&M Records (N)
American Beauty Products (R)
Anheuser-Busch (R)
Bristol Meyers (R)
British Knights (N)
C.B. Fleet Co. (N)
Capitol Records (N)
Carson Products (R)
Chevrolet (N)
Clorox (N)
Coca-Cola (R)
Eastman Kodak (R)
Ford Motor Co. (R)
General Mills (N)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
M&M Products Co. (R)
McDonald's (R)
Mobil Oil (R)
Pepsi Cola (R)
Pro-line (R)
Procter & Gamble (R)
Quaker Oats (R)
Seagram Wine Co. (N)
Sears Roebuck & Co. (R)
Thompson Medical(R)
Time + Life Inc. (N)
U.S. Army Recruiting Command (R)
Warner Lambert (R)
Wendy's International Inc. (R)

C-SPAN*
AFSCME
Centel
DuPont
Gannett Foundation
General Instrument
John D. & Catherine MacArthur Foundation
McKesson Corp.
National Education Assoc.
Northern Telecomm.
NuMedia Corp.
Time Inc.
Times Fiber
TLL Temple Foundation

The Discovery Channel†
American Heritage
Architectural Digest
Barron's Weekly
Bird Talk
Cat Fancy
Changing Times Magazine
Charles Schwab
Consumer Reports
CUNA Life Insurance
Dreyfus Fund
Field Publications
Forbes Magazine
Golf Digest
Guidepost Magazine
Home Magazine
Life Magazine
McCall's Magazine
National Business Employment Weekly
National Geographic World Magazine
Newsweek Magazine
Prudential Insurance
Psychology Today
Standard & Poors
The New Yorker Magazine
Time + Life Books
Transamerica Insurance
TV Guide
U.S. News & World Report
Wall Street Journal

FNN
AT&T (R)
All-American Sports (N)
American Cyanamid (N)
American Express Gold Card (N)
Anheuser-Busch (R)
Apache Trading (N)
Best Western (N)
Bureau of Business Practices (N)
Charles Schwab (R)
Chicago Board of Trade (N)
Chicago Mercantile Exchange (N)
Chrysler (R)
Clayton Brown (N)
Computer Sports (N)
CSX Corp. (N)
Diner's Club (N)
Dow Jones (R)
Dreyfus (N)
Emery Air Freight (N)
Forbes Magazine (N)
Ford Corp. (R)
GMAC (R)
Golden Nugget (N)
The Hartford Insurance (N)
Harris Corp. (N)
Hong Kong Tourist Bureau (R)
International Trading Group (N)
Intex (N)
ITT (R)

The Learning Channel
California Beef Council (R)
Charles Schwab (R)
Esquire Magazine (N)
Forbes Magazine (N)
Home Magazine (N)
Time + Life Books (R)
Wall Street Journal (R)

The Silent Network
Best Western
Campbell's Soups
Hallmark Cards
Kal Kan
Mattel Toys
Ultratec TDD

Tempo Television
AT&T
Bass Pro Shops
Bayer
Beechnut
Budweiser
Casio
Chum'n Rub
Continental Airlines
Evenflo
Fisher-Price
Gerber
Heinz
Hilton Hotels
Huggies
Ivory Snow
Johnson & Johnson
Johnson Reels
Johnson Silver Minnow
Kodak
Little Stinker Bate Co.
Maytag
National Rifle Assoc.
Norelco
Playboy Magazine
Playtex
Redman Chewing Tobacco
Rubbermaid
Sears
Time + Life Books
Tropicana
United Airlines
Valvoline
Vaseline
Windjammer
Yamaha

The Weather Channel†
Amana
Ameritone
Champion Spark Plugs
Chevrolet
Clorox
Firestone Tire and Rubber
General Foods
Kraft Foods
Michelin
Oscar Meyer
Pearle Vision Centers
Proctor & Gamble
Quaker Oats
S.C. Johnson
Tender Corp.
United Airlines
Warner Lambert

R denotes renewal client.
N denotes new client.
†New and renewal information not available.

*Listing is comprised of program underwriters.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.